

IN THE CLAIMS

Please add new claims 23 - 26 and amend claims 1, 9, and 16 by rewriting same to read as follows.

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c1  
--1. (Twice Amended) An information displaying system including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographical location on said information displaying apparatus, comprising:

display commanding means pre-assigned with a unique identification code;

b1  
information displaying means for displaying information in accordance with a command received from said display commanding means;

first data storing means for storing map drawing element data for drawing a map;

second data storing means for storing said geographical location corresponding to contents displayed in accordance with said command received from said display commanding means and for storing first attribute information so that said geographical location and said first attribute information correlate with said identification code; and

B.  
CONT.

map drawing command means, linked from said display commanding means, for searching said first data storing means to draw said map corresponding to said geographic location obtained from said second data storing means corresponding to said identification code, wherein said map, in accordance with a command received from said map drawing commanding means, is displayed by said information displaying means.

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--9. (Twice Amended) An information providing apparatus for providing information corresponding to a geographical location to a user information displaying apparatus via a network, comprising:

display commanding means;

information displaying means;

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first data storing means for storing map drawing element data for drawing a map;

second data storing means for storing said geographical location corresponding to a particular identification code and for storing first attribute information, so that said geographical location and said first attribute information correlate with said identification code; and

map drawing commanding means for searching said first data

b2  
Cont.

storing means to draw said map corresponding to said geographical location obtained from said second data storing means corresponding to said identification code, wherein, when said display commanding means assigned with said identification code is linked to said map drawing commanding means, said map drawing commanding means causes said information displaying means to draw and display said map.

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--16. (Twice Amended) An information providing method for providing information corresponding to a geographical location to a user information displaying apparatus via a network, comprising the steps of:

storing map drawing element data for drawing a map in first data storing means;

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storing said geographical location corresponding to a particular identification code and storing first attribute information in second data storing means so that said geographical location and said first attribute information correlate with said identification code; and

searching said first data storing means for drawing a map corresponding to said geographical location obtained from said second data storing means corresponding to identification code,

b3  
cont. wherein, when display commanding means assigned with said identification code is linked to map drawing commanding means, the step of searching is performed for drawing and displaying of said map by information displaying means.

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C1 --23. (New) An information displaying system including a server apparatus and an information displaying apparatus capable of accessing an information file managed by said server apparatus, comprising:

b4 geographical information acquisition means accepting an identification information inputted from outside, generating geographical display information for displaying information corresponding to a geographical location, and sending said generated geographical display information to said information displaying apparatus, said geographical location being preset in correspondence with said identification information, and

advertisement information acquisition means generating advertisement display information for displaying advertisement information to be displayed with said geographical display information in corresponding to said identification information, wherein,

said server comprises displaying commanding means setting

an unique identification information corresponding to said information file, and

said information displaying apparatus comprises

server access means accessing said information file managed by said server apparatus via said network,

selection means selecting said unique identification information set in correspondence with said displaying commanding means of said information file, and

display means performing image display process in accordance with said geographical display information and said advertisement display information sent from said geographical information acquisition means and from said advertisement information acquisition means in correspondence with said selected unique identification information, respectively.

--24. (New) The information displaying system according to claim 23, wherein:

in said display means of said information displaying apparatus, a geographical image is displayed in accordance with said geographical display information sent from said geographical information acquisition means,

image indicating advertisement corresponding to said

geographical display information sent from said advertisement information acquisition means is displayed on a same display screen with said geographical image drawn, and

a location corresponding to at least one of said displayed advertisement is not indicated on said geographical image drawn.

--25. (New) The information displaying system according to claim 23, wherein:

said geographical information acquisition means comprises first data storing means storing drawing information for drawing said geographical image,

second data storing means storing a geographical location corresponding to said preset unique identification information set by said displaying commanding means and a first attribute information, said geographical location and said first identification information being stored in correlation with said unique identification information,

map search means searching said second data storing means using said unique identification information to obtain a geographical location corresponding to said unique identification information, searching said first data storing means using said obtained geographical location to obtain a drawing information

corresponding to said geographical location as said geographical display information, and

said advertisement information acquisition means comprises third data storing means storing said advertisement display information and second attribute information indicating attribute of said advertisement, and

advertisement search means searching said second data storing means using said unique identification information to obtain said first attribute information corresponding to said unique identification information, determining said second attribute information corresponding to at least one of said first attribute information obtained and said obtained geographical location, and searching said third data storing means using second attribute information obtained to obtain said advertisement display information corresponding to said second attribute information obtained.

--26. (New) The information displaying system according to claim 25, wherein:

said first and second attribute information include no information relating to a geographical location.--